Nov 341

THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF
THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS

District News

Executive Board Meeting

Third Annual Convention

Architectural Harmony

What Style

On the Choice of an Architect

Awnings and the Architect

Vol. 2 October, 1934 No. 10

THIRD ANNUAL CONVENTION

of the

State Association of Wisconsin Architects

to be held in Milwaukee at the New Pfister Hotel.

October 20, 1934

REGISTRATION

Registration begins at 12:30 P.M.

A charge of $1.25 for registration. This includes the banquet in the evening.

Punch Bowl Meeting Directly after Adjournment

AFTERNOON SESSION

1. 1:30 P.M. Convention called to order
2. Address of welcome by Mayor Hoan
3. The President's Address to the Third Convention
4. Annual report of the Board of Directors, prepared by the Secretary
5. Annual report of the Treasurer
6. Reading of reports of Standing and Special committees
7. New business
8. Election of eight Directors at Large
9. Adjournment

EVENING SESSION

1. 7:30 P.M. the evening session opens with the Banquet
2. The Guest Toastmaster, Clair W. Ditchy, President of the Michigan Society of Architects, will tell "What Michigan Architects Think of Us."
3. "The Government's Better Housing Program In All Its Phases" will be explained by a member of the Federal Housing Administration Staff.
4. Sir Jerome Stoddard, R.I.B.A., will talk on "Milwaukee Architecture and My Reactions To It."
5. Vocal music by Sam Sutherland and by the Convention.
6. Adjournment for one year.

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OFFICIAL PUBLICATION
THE · STATE · ASSOCIATION · OF · WISCONSIN · ARCHITECTS

Vol. II, No. 10 *An Organization Promoting the Best Interests of the Profession by United Action* OCT., 1934

News From the Districts

Third District News

The third district held a special meeting September 5, 1934, at the Beaumont Hotel in Green Bay. Eight members were present. Vice-Chairman Wm. A. Oppenhamer, in the absence of Chairman William J. Bernhard, called the meeting to order. Mr. Bernhard was seriously ill in the Presbyterian Hospital in Chicago.

A general discussion took place on the merits of the proposed new code for architects which is before the Executive Board at the present time. The new code was read by the secretary and various points were explained by Edgar Berners.

Very definite recommendations were made pertaining to the growing tendency of some architects to cut fees and generally to ignore the present code of ethics.

The meeting adjourned at 11:00 P. M.

RAYMOND N. LE VEE, *Secretary.*

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Fourth District News

The August meeting of District No. 4, held at the Elks' Club in Wausau, August 28, 1934, was called to order at 2:20 P.M.

The small attendance at the meeting caused some discussion about the members of District No. 4 living at La Crosse, which is so far away that they fail to attend meetings. Otto A. Merman is the only member from La Crosse who has ever attended.

It was suggested that some of the executive board members be invited to the next meeting as a means of enlivening interest and assuring good attendance. A motion was made and passed that the next meeting be held at Wisconsin Rapids two weeks before the state convention. The election of new officers will be the main business of that meeting.

In answer to the previous meeting's resolution and complaint about Gage M. Taylor practicing under the title, "Architect", the secretary read a letter from Arthur Peabody to Gage M. Taylor informing him that his use of the title, "Architect", is unlawful in the state of Wisconsin.

The secretary read a letter from Gage M. Taylor to L. A. Brielmaier informing him that he will not use the title, "Architect", until he receives this title through the proper channels.

There was discussion about Mr. Tocha as architect of Polonia Churhc, about the H. O. L. C. and its relation to architects, about the list of minimum charges prescribed by the government, about school house plans by the state and stock plans.

Irving A. Obel introduced a resolution that the members of the 4th District commend the officers of the 7th District for their activity in the interests of the profession.

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Seventh District News

The annual meeting of the Seventh District was held at 8 P. M. September 19, 1934, at the Builders' Club, Milwaukee. Forty-three members were present.

President Wm. Redden called on the chairman of the various standing and special committees for their annual reports:

Leigh Hunt for the Publicity Committee,

Arthur Keinapple on the National Housing Act,

Urban Peacock for the Code Committee, the Mayor's Advisory Committee, and the Treasurer's reports,

Herman Buemming for the Public Works Committee,

Gilbert Grunwald for the Employment Committee.

A. C. Eschweiler, Jr., reported for T. L. Rose on the State Architects' Code.

Herman Buemming moved that the secretary prepare a resolution commending Max Friedmann, President of Ed. Schuster & Company, Inc., for cooperation with the architects in furthering the cause of the National Housing Act.

President Redden appointed Walter Memmler, William Ames and E. R. Kegler as tellers for the election of Seventh District officers.

Those elected were:

William Redden, President

Arthur Keinapple, First Vice President

Arthur Seidenschwartz, Second Vice President

Urban Peacock, Treasurer

Fred Wegner, Secretary

Ed Kuenzli, and Herman Buemming, Directors.

Leigh Hunt, chairman of the State Convention Program Committee, outlined plans for the coming convention to be held at the Pfister Hotel, October 20th.

Eighth District News

612-14 14th St.
Racine, Wisconsin
August 22, 1934.

Mr. Arthur Peabody, Sec.,
Board of Examiners of Architects
and Civil Engineers,
State Capitol,
Madison, Wisconsin

Dear Sir:

Charges of illegal use of the title "Architect", without registration in Wisconsin, are the basis of warrants issued in Racine County for the arrest of the following men:

Robt. Seyfarth, 542 S. Sheridan Rd., Highland Park, Ill.

Ralph E. Milman, 104 S. Michigan Ave., Chicago, Ill.

Archibald S. Morphett, 104 S. Michigan Ave., Chicago, Ill.

These warrants will be served at such time as these men make their next appearance in Racine County.

Robert Seyfarth is now avoiding the action, in as much as he has been previously informed of the proceedings.

We are sending you this information, since we feel that you should have it at hand, in the event these men subsequently apply or have applied for registration in our State.

Yours truly,
(signed) Ellis A. Klinger
Chairman Eighth Dist. SAWA

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Official Publication

The State Association of Wisconsin Architects

An Organization promoting the best interests of the architectural profession by United Action.

OCT., 1934 Vol. II, No. 10

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R. L. Kloppenburg ..... Milwaukee
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Leigh Hunt ..... First Vice-President
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Roger C. Kirchhoff ..... Treasurer
Wm. G. Herbst ..... Secretary

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Roger C. Kirchhoff ..... Milwaukee
A. C. Eschweiler, Jr. ..... Milwaukee
Henry Foeller ..... Green Bay
Wm. G. Herbst ..... Milwaukee
Fitzhugh Scott ..... Milwaukee
Henry Auler ..... Oshkosh
Bruce Uthus ..... Milwaukee
T. L. Eschweiler ..... Milwaukee
Edgar A. Stubenrauch ..... Sheboygan
Wm. Redden ..... Milwaukee
Peter Brust ..... Milwaukee
Edgar Berners ..... Green Bay
Arthur Seidenschwartz ..... Milwaukee

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Frank Riley ..... Madison
District No. 7
T. L. Eschweiler ..... Milwaukee
Wm. G. Herbst ..... Milwaukee
District No. 8
J. Mandor Matson ..... Racine
Frank J. Hoffman ..... Racine

NOTES ON THE SEPTEMBER MEETING OF THE

STATE EXECUTIVE BOARD

WM. G. HERBST, Secretary

The September meeting of the Executive Board of the State Association of Wisconsin Architects was held at the City Club, Milwaukee, September 14th, 1934.

Present at the meeting were President Leo Brielmaier, Wm. Redden, Henry Auler, Edgar Stubenrauch, A. C. Eschweiler, Jr., Leigh Hunt, Arthur Seidenschwartz, Peter Brust, T. L. Eschweiler and Wm. G. Herbst. Represented by proxy were Roger Kirchhoff, Frank Riley, Edgar Berners and Henry Foeller. Fitzhugh Scott and Bruce Uthus were absent. T. L. Rose attended as a guest.

A. C. Eschweiler, Jr. opened the meeting with a motion, seconded by Leigh Hunt, that the date for the annual state convention, October 20th, be ratified and approved. The motion carried.

Leigh Hunt, chairman of the publicity committee, was delegated to secure and publish in the October issue of The Wisconsin Architect, all pre-convention news and the program for the convention.

President Leo Brielmaier appointed Wm. Redden chairman of the convention committee and Leigh Hunt chairman of the convention program committee, consisting of T. L. Eschweiler, Wm. G. Herbst and Wm. Redden.

The Secretary was instructed to notify all district chairman to call a meeting in their districts for the election of two District Advisors, this election to be held prior to the convention.

Wm. Redden made a motion, seconded by Leigh Hunt, that the year for annual dues begin November 1, 1934, that all dues still payable from June 1, 1933 and June 1, 1934, be cancelled. The Board decided that this matter should be brought up for ratification at the convention.

Appointed as a Resolutions Committee for the convention were Leigh Hunt, chairman, T. L. Eschweiler and Peter Brust.

The Secretary was instructed to write to Mr. Bergstrom relative to draftsman membership so that he might have his answer and be ready to report by the time of the convention.

It was moved by T. L. Eschweiler and seconded by Peter Brust that the president draft a letter to the County Board and the County F.E.R.A. Committee acquainting them with the fact that the State Association is not affiliated with any draftsman or architect union. Mr. Hunt reported that he received information from Mr. Peabody that the roster of registered architects which is about to be published by the registration board will not include any names of architects who have failed to pay their $5.00 registration fee.

The meeting adjourned at 3 o'clock.

CONVENTION COMMITTEE

Following is the list of those in charge of arrangements for the Convention:

WILLIAM REDDEN, *Chairman*

RALPH KLOPPENBURG

GEORGE SPINTI

URBAN PEACOCK

ARTHUR KEINAPPLE

FRED WEGNER

ARCHITECTURAL HARMONY

Fitzhugh Scott, Jr., who is studying architecture at Yale University, travelled through the west last summer with a fellow student and happened upon some very interesting literature about a new development known as Bel-Air in California. He believes that the idea and ideal of Bel-Air should prove tremendously interesting to Wisconsin architects.

We are reprinting portions of "Architectural Harmony for Bel-Air" in this issue.

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The primary characteristic of a masterpiece is good composition which, as the eminent English art critic, John Ruskin, expressed it "means, literally and simply, putting several things together so as to make one of them." Summed up in one word, the first principle of composition is UNITY. Whatever may be the effect the artist wishes to produce, the several parts of his picture must be related and hence harmonious so that together all the parts make one beautiful whole. In music also this fundamental law of unity holds, as witness the purpose of the "leit motif" of the symphony. And likewise in frozen music, as Ruskin termed architecture, whether in single units or in groups, large and small, unity must obtain where a masterly quality is sought.

But the "battle of architectural styles," furiously pressed in every city of these United States, destroys the very essentials of a masterpiece. There can be no sense of unity and consequently no comprehensive beauty where varying romantic fancies dictate, where a guiding thought is not clearly evident in the ensemble. And so, this American insistence on individual expression, as exemplified in our willingness to plagarize the architecture of whatever country or age we most admire, regardless of its fitness in our environment, makes for the undoing of the very thing that will give distinction to developments such as Bel-Air.

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The charm of old European towns and villages, which we in great numbers travel thousands of miles to see, lies largely in the harmony of form and color, which pervades each group. Never does one find in those delightful places a conscious attempt to be original or different or conspicuous. Their builders, using the materials at hand and the common methods of construction then obtaining, did not shrink from the inevitable family resemblance to other structures in the locality. What Henry James referred to as a "decent monotony" in neighboring buildings did not submerge the individuality of any one unit nor suggest paucity of inventive or artistic talent in the community. On the contrary, that "decent monotony" was the effective background for the skillful display of subtle variations in mass and detail which gave every reasonable opportunity for the gratifying of different tastes and, at the same time, insured the necessary homogeneity, without which no group can be beautiful. "Decent monotony" is the background for delightful Broadway, near Stratford-on-Avon; it is the background for those charming little French towns, which have been spared the intrusion of recent architecture; it is the background of the hill towns of Italy; it is the background of any fine architectural group wherever it may be found or in whatever period it may have been created.

In none of these towns could there possibly have taken root an illogical mixture of styles, such as we favor today, because the architecture of the past, though often touched by foreign influence, has ever been indigenous to the soil on which it was developed, an unaffected expression of the taste of a homogenous people within the limits determined by climate, the character of local building materials and social life. In northern countries, for example, roofs are steep to shed snow, while in the Mediterranean countries, where no provision need be made for frequent snowfalls, roofs are quite simply and unaffectedly given a low pitch. In northern countries wood is freely employed because of its abundance, although in the Cotswold district in England and elsewhere, where stone is easily quarried, the majority of houses are of masonry. In southern France, Spain and Italy clay products are more common than wood and, therefore, we find in those lands only clay tile roofs and houses built almost exclusively of brick, covered with plaster for preservation. These much admired villages are beautiful, mainly because, through lack of opportunity, fundamental considerations have not been ignored.

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With us harmony in the group is far more difficult to achieve. We are not a homogeneous people and can have no national taste sufficiently formed to guide us. Furthermore, we are not limited by the character of local building materials and because of easy travel, cheap printing and photography we are free to choose "styles" as we will. And we have chosen with disastrous results. Our unguided freedom has become mere license and, rather than harmony, confusion is now the dominant characteristic of American residential districts. Considered as individual units, the best American architecture of the last three decades leaves nothing to be desired, but as part of a larger picture such praise cannot often be accorded it. To be sure, architects are not always free to do as they wish; their problem in respect to neighboring buildings has seldom been easy of solution and, in many instances, impossible of solution. There is no standard to follow, no map to show the way. We have become lost in a maze of transplanted European traditional architecture of every type, from which we can never emerge unless we return to the path of fundamental principles. Some day we shall emerge. In the proven skill of our best architects we can see the light ahead. But when we shall emerge rests, not with our architects, but with the time required for the growth of a general appreciation of the danger to aesthetic as well as to property values that lies in the doubtful pleasures of our license. And certainly, the fundamentally well trained architect, following this path, will find no insurmountable difficulty in choosing between that decent monotony which pleases and commonplace monotony which bores. He will be quite equal to satisfying the individual taste of his client, in whatever direction it may lead, and yet observe the general demands of group harmony when he ceases to be completely bound by tradition. To the capable designer the problem becomes but a challenge to his ingenuity and is more likely to lead to a distinctive, individualistic solution than when photographs and measured drawings of ancient buildings are slavishly adhered to.

AWNINGS AND THE ARCHITECT

With the increase in the use of air conditioning and temperature control the need for awnings becomes imperative. Tests by General Electric show that awnings reduce the inside temperature by as much as 18% and the load on air cooling machinery by a very considerable amount.

Architects want their buildings preserved as originally designed. When no provision is made for the installation of awnings it has been necessary for the awning contractor to put up unsightly and make-shift installations which could have been avoided had proper provision been made for awnings when the building was planned.

Some information is offered herewith which we believe is not easily obtained.

Nearly all business fronts today desire the new type awning with a folding arm, known to the awning contractor as the lateral arm. Two or three of these arms are used to carry the whole weight of the awning for the average width of twenty to thirty feet.

To properly install these arms it is necessary to have a backing in the transom bar directly behind the outside metal covering of two 2x12 wood members bolted or tied in, securely fastened to the pilaster at each end and properly braced along the span so as to prevent twisting. The wind pressure on the top of the awning, when it is extended, exerts a downward pressure, thus tending to force the transom bar in at the points where the arms are fastened. Considerable glass breakage has been caused throughout the country because the transom bar has not been properly tied.

The proper spacing for arm brackets is approximately 3 feet from each end of the transom bar. In fact, in wider widths, where more than two arms are used, the end arms would be spaced 3 feet from the ends, and the center arms spaced 10 feet to 12 feet apart depending on the total width.

In modern construction architects prefer to use steel beams in the transom bars. If these are used, the front side of the beam should be filled with wood as a spacer so that the metal covering on the front face of the transom will have no gap or space between it and the center of the beam. If there is a gap when the bolts holding the brackets of the arms are drilled and tapped into the eye beam and are tightened up, the metal face covering will be crushed out of shape.

In the case of recess awnings, where the awning rolls into a recess and all fixtures are concealed when the awning is rolled up, proper inside clear dimensions of this recess should be at least 9 inches deep and 9 inches high. This is the minimum size and applies to cases where the transom bar is not over ten feet from the sidewalk and where only average projection is needed for the awning. In cases of recess awning construction the awning contractor should be consulted before the plans are completed so that he can determine the proper size of the recess box.

Very little steel beam construction is used for the back of the recess box. It is recommended that this back consist of two 2x12 boards fastened together and properly tied in at the ends and braced as outlined for the awning mentioned above.

In recess awnings it is most desirous to have the recess box extend about 6 inches past the center of the pilaster on each end so that on the side where the gear drive of the awning is located a concealed shaft may be run down in the center of the pilaster to the gear box so as to conceal the entire installation without having any unsightly gear hooks or universals protruding from the ends of the recess box.

Many instances have been found on residences, especially on porches, where no consideration has been given to the installation of the awnings. Many special fixtures are necessary which cost the owner extra money and are very unsightly. This could be avoided if awnings had been considered as a part of the original design.

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If our readers have any problems or questions, send them in and we will print the answer in future issues—THE EDITOR.

September 25, 1934.

Mr. Alexander Eschweiler, Jr., President
Wisconsin Chapter, A. I. A.
720 East Mason Street
Milwaukee, Wis.

Dear Sir:

Enclosed is a list of the local chairmen who are conducting campaigns on modernization .Part I of the National Housing Act. This is being sent to you with the hope that you will notify your members in the different localities of these appointments so that they can assist and become a part of same, and naturally benefit themselves. We will from time to time, notify you of any future appointments.

You will also note that there is a list of our Regional and State officers in the back of this book whom your members can contract to find out when they intend starting drives in localities not listed.

Would greatly appreciate your cooperation, and sincerely feel that if every one gets behind the Federal Housing Administration, the construction industry will be greatly aided and soon be brought back to normal.

If there is any information which we can give you, do not hesitate to call upon us.

Very truly yours.
JAMES D. DUSENBERRY, *Director Construction and Real Estate.*

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Local Chairmen

CITY	*NAME*
Oshkosh	Henry Auler
Superior	Walter Lang
Janesville	George S. Parker
Jefferson	N. J. Braun
Madison	John Law, mayor
Milwaukee	Wm. T. Eichfeld
Mosinee	F. F. Schweinler
Racine	James Brannum
Sheboygan	William R. Kowalke
Algoma	J. Jerabek
Baraboo	Paul Gust
Beaver Dam	A. D. Johnson
Black River Falls	Edward Nemic
Clintonville	George Graff
Delavan	Gunard A. Piehl

Recent Registrations

Arthur Peabody, secretary of the Board of Examiners of Architects and Civil Engineers, has announced additions to the list of registered architects in Wisconsin.

The State Association welcomes the newcomers and wishes them every success.

Following is the list of new registrations as of September 13, 1934:

Ames, William J., 2356 N. 33d St., Milwaukee, Wis.

Beicher, Paul T., 2016 Slauson Ave., Racine, Wis.

Bernhard, Edward F., 2030 N. 55th St.,Milwaukee, Wis.

Byerly, F. I., 2953 N. Farwell Ave., Milwaukee, Wis.

Grellinger, Alvin E., 2639 N. 35th St., Milwaukee, Wis.

Kiely, E. Allan, 4265 N. 27th St., Milwaukee, Wis.

Mr. Leigh Hunt, Editor
The Wisconsin Architect

It is perhaps not in the province of a layman to condone or condemn the activity or inactivity of a group of professional men. To incur the wrath of the group is not my purpose. Therefore, I am writing you with the thought in mind that you might, more decorously than I, correct an existing evil.

THE WISCONSIN ARCHITECT has continually received the approval of the members of the association. You and I have heard such remarks as:

"Neat magazine."

"Interesting article."

"Strong influence in the profession."

And you and I have overheard other remarks, such as:

"I disagree."

"Who wrote this article anyway?"

"I could tell about an experience with a decorator, if the editor would publish it. He probably wouldn't. What's the use of wasting my time?"

So you, the editor, edit your own articles. You're not an editor; you're a reporter, a journalist, a travelling secretary, and a check on yourself in your various capacities. The only material you edit is the material that you have gathered, written and submitted by yourself to yourself.

There have been exceptions, I admit. Certain district secretaries have from time to time submitted district news. But, on the whole, the entire unremunerative task is up to you.

May I offer the suggestion that you request the resignation of the associate editors of THE WISCONSIN ARCHITECT who are content to sit back and admire or criticize your work without raising a pen in the defense of their titles as "associate editors"? Why not make room for those who not only appreciate the magazine but who are anxious to be active in its production?

I do not see how you can continue to carry the burden alone.

Respectfully,
JOHN S. HOLBROOK, *Publisher*

Koch, Harry G., 1728 E. Iron St., Milwaukee, Wis.
Kusserow, Edward J., 2847 N. 45th St., Milwaukee, Wis.
Lamboy, J. Ray, 1016 N. 37th St., Milwaukee, Wis.
Pollatz, Walter F., 3333 W. McKinley Blvd., Milwaukee, Wis.
Schmitt, Sylvester, 2710 N. School St., Two Rivers, Wis.
Siewert, Alfred H., 2530 W. Wells St., Milwaukee, Wis.
Ernst, Lloyd W., 728 N. Jefferson St., Milwaukee, Wis.

Squaring the Circle With the Compass

An architect enters politics. Gustave A. Dick, member of the seventh District of The State Association of Wisconsin Architects, is a progressive candidate for the State Senate. Architects at large and especially architects residing in the 5th District (politically speaking) will be interested to learn of his candidacy.

PURE DRINKING WATER

". . . civilization creates more problems than it solves."

Pure water is not a natural product. The reasons are obvious. From the moment water contacts the earth it dissolves and becomes laden with earthy substances. Thus natural ground waters are always mineralized as reflected by the hardness which ordinarily varies within the range of four grains to forty grains of dissolved minerals per gallon. Also, whatever organic substances are met contribute to the contamination in either soluble or suspended matter of both vegetable and animal origin. And finally, the moment climatic conditions are favorable, living organisms, both animal and plant types, set up their abode in this new suitable media.

It has been aptly stated that "civilization creates more probelms than it solves". Whether this be true or not, the organic purity of water supplies is surely undergoing progressive deterioration. Waste and sewerage disposal problems are inseparably tied up with water supply problems. Organic contamination of the earth's surface inevitably results from man's extended occupancy in any locality.

Nevertheless, man must consume water, and in this age when we are aware of the danger and of the lack of wholesomeness and quality in the natural product, it is assumed that we must take steps, first of all, to protect ourselves from water-borne disease. Thus in our municipal water supply systems we resort to the use of germicidal agents, like chlorine, besides taking such preventative measures as guarding the water supply from extensive pollution. Beyond the point of actually making the water reasonably safe, however, the municipal enterprise is seldom in a position to concern itself with specific quality and palatability for drinking purposes. That the water we actually drink must receive a further, more refined treatment in order to bring it up to the same high standard of purity and palatability that we have long demanded in our foods, is no longer a debatable question, and with the introduction of new water purifying appliances designed specifically to sterilize and condition water for drinking and cooking purposes right at the point of consumption, this ideal is now properly being realized.

The architect has always been interested in matters, both of major and minor importance, that in any way affect the comfort, satisfaction and well being of his clients. Just how much interest we have assumed in the past regarding the matter of a quality drinking water supply for a fine city home, or a country estate, or suburban residence, or school, or hotel, or public building, depends upon our knowledge of the problems involved and of our consciousness of conditions as they exist. It therefore seems logical that with the availability of practical and economical methods for accomplishing a most desirable result in this direction, we should take stock of the conditions surrounding available private water supply sources and secure all the facts possible that will enable us to intelligently recommend and apply these new developments. Obviously there are so many factors connected with so important a problem as a pure drinking water supply that to discuss all of them in detail in a short article would be impossible. We can therefore touch only briefly but one significant phase at this writing 'The Private Water Supply' with the thought that other phases may be made the subject of separate articles from time to time.

In 1932 the Wisconsin State Board of Health, Bureau of Plumbing and Domestic Sanitary Engineering, made an investigation of the private water supplies in the State of Wisconsin. The results of this investigation are exceedingly interesting.

The investigation disclosed that there are approximately 300,000 private water supply sources in the state. This does not include municipal systems or public springs. Approximately 167,000 are cased deep wells representing an investment of nearly four million dollars. The balance includes dug wells, driven points and springs. Immediately the survey was under way it became evident that the large number of such supplies made it impossible to adequately check all of them for sanitary conditions; therefore a group of 1000 representative supplies properly selected as to type and location were made the basis of a more thorough study. The results of this study are most disconcerting; 417 out of the 1000 representative

supplies studied were dangerously contaminated and were classified as unsafe. The only logical assumption is that 41.7% or nearly half of the three hundred thousand private water supplies in the State of Wisconsin are in an unsafe condition, and over half of these supplies, that is 167,000, are deep wells which as a class have long been looked upon by the general public as the most reliable of all water supplies.

During the following year, 1933, an effort was made by the Department of Sanitary Engineering to correct this condition through such means as were available. Following this, a similar survey of 1000 representative wells was again made with almost identical results as the survey of the previous year.

There can be only one conclusion from this study, and that is that the factors affecting the sanitary condition of surface and underground water are so numerous and so varied, largely as a result of our long time occupancy adjacent to the localities affected, that such supplies must henceforth be considered as a primary risk and one to be guarded against as a reasonable safety measure. This conclusion should not be construed to mean that we should immediately discontinue the use of our many wells and springs upon which nearly half of the people in the State of Wisconsin rely for their water supply. It is simply brought out to indicate that available, practical measures for fortifying ourselves against these now evident dangers, should be investigated. In the old days we were not nearly so conscious of the sanitary condition and general wholesomeness of our food as we now are. As the facilities for improvement in all living conditions become increasingly available, we elevate our standards to utilize these facilities.

Recent efforts of scientists in the water purification field have been directed toward the final conditioning of drinking water at the point of consumption. These efforts have resulted in developments in the form of new appliances designed to produce specifically conditioned, safe, palatable and wholesome drinking water from available wells and city supplies. It is to be hoped that the character of the developments is such that they can soon be utilized as a vital contribution to our health and general well being.

FACING THE FUTURE

By C. B. WHITNALL, Milwaukee, Wis.
Secretary of Public Land Commission

Lloyd once wrote: "The race seems to have kept a record of its experience and of creation before it was itself and before it had any consciousness, and this memory, as if of fossil marks on tissues where the brain afterward was, the light of consciousness finds waiting for it. * * * Man remembers how he was before he was. Man is solely being revealed to himself. The word the world waits for today will come from those who can disclose to Humanity that the perfection it has been attributing to its gods are sparks struck out of the goodnesses it feels stirring within itself." Lloyd also wrote:

"It is pleasant to see before others what is coming, but it is hard to wait until enough of the others see it to make the coming possible."

Pope said:

"Mark, what unvaried laws preserve each state,
Laws wise as nature, and as fixed as fate.
All are but parts of one stupendous whole,
Whose body nature is, and God the soul."

Before peering into the future, let us analyze our present foreground for, unless we realize where, what, and how we are, we may consider ourselves lost. Any picture of objectives, whether real or imaginative —whether of the present or the future, is unattractive unless the foreground is sufficiently familiar to enable us to appreciate the objective as an appropriate goal for our aspirations.

Our present foreground finds us with wonderful discoveries and inventions for the use of all natural forces. * * * Our ability to produce all necessities, as well as luxuries, exceeds our needs. * * *

During our progress in industry, the City has become a conspicuous factor. Its growth has culminated in grave results of fundamental error, in which our adoption of man-made laws in discord with natural law, has created a distinction between legality and morality. We are badly in need of social readjustment, in which "Land Use" appears to be a most vital factor, because with the natural landscape undefiled, the physical influences on which we depend preserved, a desirable environment is possible. Burbank declared Heredity to be stored environment. Natural law can invariably be relied upon. It is never capricious or uncertain. It may be safely assumed that no event ever took place without an endless chain of causation leading up to it.

It should be understood that in "land use" we include the atmosphere, the influence of the sun, which is responsible for our change of seasons, and the wonderful automatic system of maintaining our natural water supply, whereby springs, creeks and rivers flow constantly. Being a part of Nature, we should realize that the land is adapted to the gratification of our desires and should be preserved for others who are born hereafter, and have equal rights to the use of it. We therefore question the rectitude of property in land, and while we admit we have some rights, it must be obvious to the fair-minded that these rights have been tremendously abused. As sojourners we should appreciate the earth's beneficent support of our heritage. However, we should understand quite definitely that our rights to it can only be justified by our husbanding carefully, in quite an impersonal way, all its gifts, which involve the natural functioning of animal and vegetable life.

It should be better known that all important living organisms maintain an active circuit. For example: the tree absorbs by its roots ingredients for the sap which rises to the foliage where it is transformed. By action of the sun the foliage liberates pure oxygen for us to breathe and absorbs from the air carbon which we have exhaled, after which the sap is right for building new tissues and returns to the roots distributing this building sap on the way. Our streams that flow down hill, finding their way to the ocean, are maintained by the sun's evaporation, forming clouds that are blown over the hills, fall as rain, which is ab-

(*Continued on page 10, col. 2*)

The architect, now as always, is logically in the key position to accelerate utilization of such basic improvements.

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- Hear what The State Executive Board has accomplished for all of us.
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- Hear the reports of work done by standing and special committees.
- Elect eight directors.
- Meet Clair W. Ditchy, President of The Michigan Society of Architects.
- Meet Sir Jerome Stoddard, R.I.B.A.
- Attend a real banquet and enjoy the interesting program that follows.
- And that's not all.

What Style?

Shall our new home be an English or a Normandy cottage, a Spanish or other Mediterranean type, a French chateau or a Moderne? Every one contemplating the building of a home is confronted with this question.

Some base their preference on homes they have seen here or elsewhere or on pictures which have appealed to them. Some are prejudiced against this or that "style" because of poor examples which have offended them.

Some have had a certain "style" in mind for years as the one which they hope some time to have for their own.

We do not choose our clothes, our manner of speech or our way of living from the precepts of the past without considerable alteration. But we, in America, too often do choose our architecture from the dead past, without daring a change, as though our buildings have nothing in common with our everyday life.

Choosing a "style" on the grounds of sentiment or prejudice is a mistake. Architectural design cannot be successful if it is selected as one selects wall paper.

Architecture must be logical as well as beautiful. It must be the outgrowth of social, climatic and topographical conditions which obtain where it is employed.

A building may be of no named "style" and yet be considered an example of good architecture if it is logical in plan, consistent with the requirements of its locality, simple in mass and in good proportion, both in mass and in detail.

Architecture is simply logical planning and sound construction plus grace.

Where every owner builds in the "style" he likes best, regardless of the character of neighboring buildings, the result must in time be a restless conglomeration, which in the end considerably reduces the value of each individual unit.

A beautiful English cottage placed adjacent to a splendid Spanish or Mexican farm house suggests a scrambled geography. One design, be it ever so perfect, destroys its neighbor.

An English manor house, a Normandy cottage, a French chateau, a so-called Monterey Colonial and an Atlantic Colonial, all in a row suggest so many museum pieces on a shelf. They may each be beyond reproach but collectively they are not impressive.

Will you want your fine English home set in the midst of a group of Spanish homes, or vice versa? Or see a Chinese temple on one side and a Swiss chalet on the other, with an Egyptian temple opposite? YOU DO NOT.

Or, how about a Queen Anne of the early eighties because the owner wants a replica of his boyhood home in Iowa? Would you like it next door? And a year later perhaps a Turkish kiosk within sight?

If you can have your English or Normandy or French why should not our Iowa friend have his Queen Anne? Why should the lady, who visited Karnak, not have her Egyptian temple to advertise her travels?

Passing whims in architecture stay with us long after their popularity wanes. We cannot gather out-of-date buildings in a scrap yard as we do with old automobiles.

Facing the Future

(Continued from page 8)

sorbed by forest covered hills, and percolates back to the streams. We have in our own body an arterial system for the complete circulation and distribution of blood. The most important circuit to ourselves, however, is the coöperation of vegetable and animal circuits in the utilization of the sun's energy. This functioning of animal and vegetable life is a circuit resembling electric currents—man representing the positive pole and the tree representing the negative pole. The waste of animal life is absorbed by vegetation, which returns to us our food. Animal and vegetation are complementary to each other. Nature requires an equilibrium, which is our object in maintaining sufficient park areas. Our welfare is dependent largely on living in harmony with the many laws of Nature—environment determines quality.

Tracing back man-made laws, we find our title to land is based on the practice that "might is right," and that sword and blood preceded the use of pen and ink. The futility of the growth of our cities is demonstrated by ignoring the importance of sunlight, normal atmosphere and sustaining environment. The alternative on which their pride is built, is inflated values that follow congestion. As inflated values rise, there is more and more inefficiency as a result of this disease of burrowing into the ground and projecting into the air.

Before the delivery of mail the storekeeper found some advantage in being close to the postoffice, which was the daily gathering place of the community. It was the beginning of the "down-town." Mud roads and poor transportation facilities increased the advantage of trades to congregate, but thought mail is now delivered, roads are paved and we have telephones as well as automobiles, the habit of huddling has continued to put a premium on space that is continuously advertised.

* * * The difference in the value is created by the people themselves who are lured to the congested areas and inadvertently and unconsciously support the indirect tax amounting to millions annually in a city like Milwaukee. This evil could be overcome by reverting the title to all lands back to the government, and permit the building owner to hold possession under a lease instead of a deed of ownership. With the Government functioning as a landlord, any excess of rental would be of community interest. * * *

The stepping stone from the modern city to a more wholesome life appears in the trend toward subsistence homesteads which, although born under an economic necessity, bids fair to inadvertently decentralize densely populated cities, freeing the people from the support of inflated values and affording children the opportunity of a pleasurable exercise of all their faculties. For some time we have been pondering over the problem of rescuing children from apartments. To persuade the parents was impossible as long as they saw, or imagined an economic or social advantage in patronizing the land-lords' method of herding large numbers into small areas. This Depression has given people time to study, and it has convinced them that direct personal stability is preferable to dependence on enterprise fostered for the purpose of exploitation. This move, if successful, means more to our country's future than anything else that could possibly transpire. Children who have the run of a home on Mother Earth, with fruit, flowers and vegetables; with opportunity to handle things, use a few tools, fly a kite, etc., will absorb more fundamental facts in physics and biology during their

first dozen years of life than the schools can ever impart to an apartment reared individual. Three generations of Subsistence Homestead children will bring us to a stage of American civilization where we can collectively make sane and pleasurable use of all our wonderful labor saving machinery.

Our cities are physically obsolete, and unfitted for the requirements of what we hope will soon be recognized as modern living, for they retard what the idealist considers wholesome existence.

We face a future in which directed planning and development, with careful conservation of all natural influences will have brought about revolutionary changes. Groups will be scientifically located with respect to natural resources, including soil, water, climate, transportation, industry, agriculture and horticulture. Its population will be limited to the approximate maximum which can live, work and play efficiently and well, within its area. There will be no slums; no dark alleys; no intersections where children and heavy traffic meet; no congestion or overcrowding; no subways; no skyscrapers and no lack of recreation facilities.

The whole country will be zoned for the conservation of its natural resources, to which all lesser political units must conform, and this will incidentally conserve its humanity.

Officers and Directors Wisconsin Chapter A. I. A.

At its annual meeting in September the Wisconsin Chapter of the American Institute of Architects elected the following officers and members of the executive committee for 1934-35:

A. C. Eschweiler, Jr., President.

Harry Bogner, Vice President.

Alexander C. Guth, Secretary-Treasurer, 1249 N. Franklin Place.

W. G. Herbst, G. J. De Gelleke, Elliott B. Mason, Bruce Uthus.

R. H. Kloppenburg, Rec. Secretary.

Following is the body of a letter sent by The Editor to the district secretaries and associate editors.

"The State Association of Wisconsin Architects is composed of eight districts. Each district according to our constitution has its own district organization. These districts have reliable contractors and material men, who are recognized by the architects in these districts as capable and entitled to primary consideration.

"In order to acquaint the architects of the State Association with the names of the accredited material men and contractors in your district, the editors believe that a directory of these concerns listing them by cities and (or) trades would benefit your district and create district interest in your own contractors and material men.

"We have prepared a dummy illustrating our suggestion for district directories. A copy is attached hereto.

"In as much as the State Association receives a percentage of the profits from the advertising matter and this money, in turn, is to be expended in the interests of the Association *and* the districts, you can readily see why each district should have a real interest in promoting a local district directory.

"The cost of insertions in this directory will be one dollar per insertion on the basis of twelve insertions a year as per a contract. Occasions will probably arise when certain concerns will desire an extra line in the directory, bold-face type or some such special designation. Only in such cases will the cost of insertion vary — for the protection of other concerns whose names appear in common type and space.

"The executive board has appropriated funds for the editor's travelling expenses required in visiting the various districts. If you can arrange a meeting of the material men and contractors and the architects in your district, I will be glad to attend in company with Mr. John S. Holbrook, the publisher, to explain the advantages and needs of greater activity in *your* district and how it will be promoted by the directory."

The plan stated within this letter cannot be carried out until the suggested meetings can be arranged.

Another reason for dropping in at 724 E. Mason Street on the morning of October 20. Talk it over with us and give us some of your ideas.

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Your architect's knowledge is the intangible foundation of your home.

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On his skill as a technical and business man rests the solution of the problems of construction and cost.

You would not build a house on a concrete foundation, too thin or with insufficient cement, because it is cheaper. By the same token, do not choose your intangible foundation because it is cheap. At best, that is a rather poor investment.

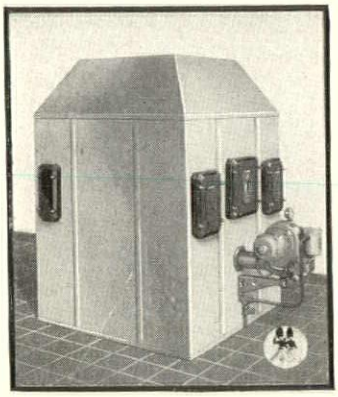
If you must save money (and who does not?) do so where additions may be made at a later time. But do not save in the foundation, either concrete or intangible.

The fees of the best architects are not excessive. The production of good designs involves heavy office expenses. There is no short cut to a happy design. The best solution is never arrived at without deep study and many trials of different schemes.

When the fee is less than that charged by the best, the architect must reduce his office costs, which means less study and less care in the preparation of the plans and specifications. In the end you will pay the difference in that the value of your investment will be less than it might be. The value of your investment does not so much depend on the amount of money you have spent for construction as it does on the kind of architectural service you have bought.

Hill-site properties offer opportunities as well as difficults, which challenge the skill of the most capable architects. To get the greatest value for your money, therefore, start right in the selection of your architect on the basis of his successful achievements.

Remember to Save October 20th



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Board Attendance

The 1933-34 Executive Board of the State Association of Wisconsin Architects, has held twelve meetings. The attendance record of its members is as follows:

Member	No. Times Absent
Leigh Hunt	0
Wm. Redden	0
Wm. G. Herbst	1
Arthur Seidenschwartz	1
Fitzhugh Scott	1
Leo Brielmaier	2
Peter Brust	2
A. C. Eschweiler, Jr.	3
T. L. Eschweiler	3
Henry Auler	4
Edgar Berners	7
Henry Foeller	7
Edgar Stubenrauch	7
Roger C. Kirchhoff	11
Frank Reilly	11
Bruce Uthus	11

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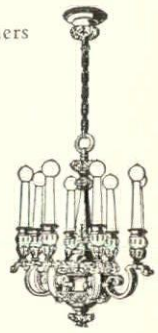

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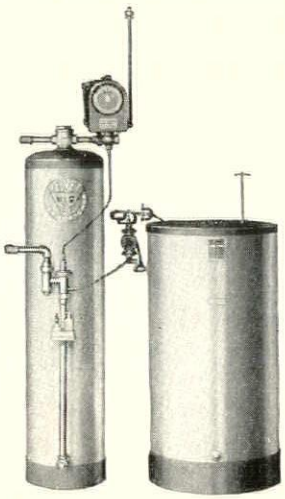

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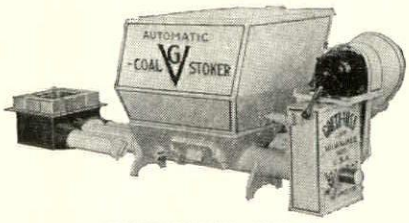

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- having mounted a flight, turn right and into the editorial offices of The Wisconsin Architect. . .
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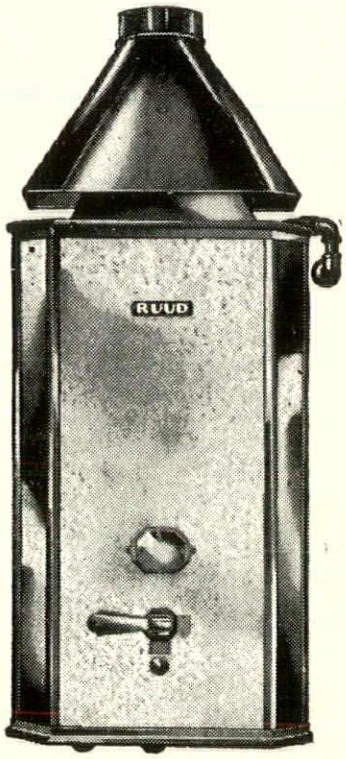

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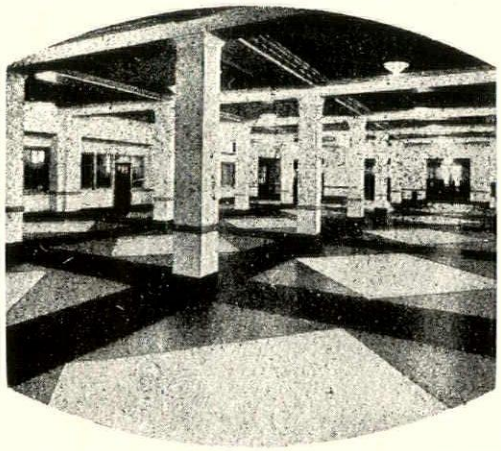

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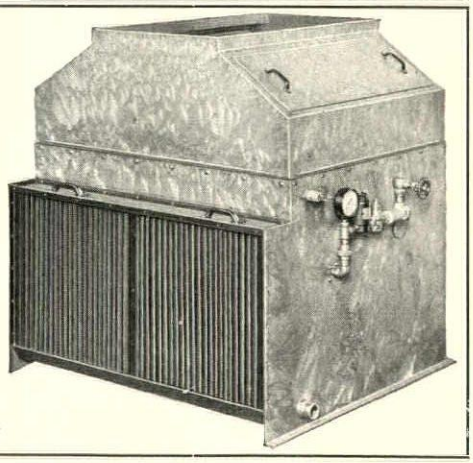
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